



MEDIA FAIRNESS INITIATIVE: A WEEKLY LOOK AT BIAS IN THE NEWS

Friday, December 14, 2007



NBC Rejects, Then Accepts, Ad from Conservative Group

NBC reversed course this week and decided to air a conservative group's television ad thanking U.S. troops.

The ad, produced by the group Freedom's Watch, asks viewers to remember the troops during the holiday season. NBC said it had refused to air the ad because it refers viewers to the Freedom's Watch website, which NBC believed was too political.

On December 7, however, NBC issued a statement explaining that it had reviewed its policy and decided to reverse its original decision.

Freedom's Watch President Bradley A. Blakeman welcomed the change, but suggested that NBC's political leanings might have been a factor.

"I think they had an agenda," Blakeman said. "They didn't like our Web site and didn't like what we stood for."

Veteran Broadcaster Sees Liberal Media Bias

Chris Wallace, host of *Fox News Sunday*, said this week he believes there is a bias in the mainstream media. Wallace, whose broadcasting resume includes almost 30 years at mainstream media networks ABC and NBC, told *Politico* that he recently recognized the media's leftward slant.

"I used to laugh and dismiss this talk about how we were — that there was a liberal bias in the mainstream media," Wallace said. **"But I have to say in the four years I've been at Fox, I've come to believe that there is a bias."**

Wallace also discussed the decision of some Democrat presidential candidates to avoid appearing on Fox.

"Just imagine if the Republicans, under pressure from right-to-life groups, refused to appear on CNN or MSNBC," Wallace said. "I think there would be such talk about these people being captives of the extreme right wing and why are they afraid to answer questions. And I think the absence of that is very telling."

NY Times Paints Gloomy Economic Picture

The U.S. Department of Labor announced last week that 94,000 jobs were created in November. *The New York Times* once again portrayed the news in a way that cast doubt on the strength of the economy. Below is the lead paragraph from the *New York Times* article:

"The nation gained a modest 94,000 jobs in November, the Labor Department reported yesterday, **pulling back considerably from the previous month in the clearest sign yet that the American economy was headed for a substantial slowdown.**"

In contrast, *The Washington Post's* take on the economic news was far less ominous. Below is the lead paragraph from the *Post* article:

"Companies created jobs at a moderate pace in November, the government said yesterday, **suggesting that the labor market has not suffered excessively from the housing and financial market crises.**"

